



# ORDER

Flight Dates 10/25/12-10/26/12

Contract / Revision 315867 /

Original Date / Revision  
10/24/12 10/24/12

Advertiser Paton / Republican / Congre

Agency Strategic Media Services

Buying Contact

3299 K Street NW - Suite 200  
Washington, DC 20007

Product

Paton for Congress

Agency Com 15%

Billing Contact

3299 K Street NW - Suite 200  
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:10:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo     | 100%   |            |          |
| Tanya Winscott    | %      |            |          |

Order Share 20% Market Value 19500

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| KASW              | %          | 0      |
| KDRX              | %          | 0      |
| KPHO              | 20%        | 3900   |
| KPNX              | 20%        | 3900   |
| KPPX              | %          | 0      |
| KSAZ              | 20%        | 3900   |
| KTVK              | 20%        | 3900   |
| KTVW              | %          | 0      |
| KUSK              | %          | 0      |
| KUTP              | %          | 0      |
| UNKWN             | %          | 0      |

## Order Totals

| Month        | # of Spots | Net Amount | Gross Amount | Rating |
|--------------|------------|------------|--------------|--------|
| October 2012 | 12         | \$3,315.00 | \$3,900.00   | 0.00   |
| Totals       | 12         | \$3,315.00 | \$3,900.00   | 0.00   |

## Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|------------|--------------|
| 10/01/12   | 10/26/12 | 12      | \$3,315.00 | \$3,900.00   |

|       |      |                   |                 |                        |       |                |         |     |                   |             |     |               | Totals |          |
|-------|------|-------------------|-----------------|------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|----------|
| Ln    | Ch   | Start             | End             | Inventory Code         | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg Type      | Spots  | Amount   |
| N 1   | KNXV | 10/25/12          | 10/26/12        | M-F 5-6am<br>M-F 5-6am | CM    | 5am-6am        | ---TF-- | :30 | 4                 | \$125.00    | P-3 | 0.00 NM       | 4      | \$500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |          |
| Week: |      | 10/22/12          | 10/28/12        | ---TF--                |       |                |         |     | 4                 | \$125.00    |     | 0.00          |        |          |
| N 2   | KNXV | 10/25/12          | 10/26/12        | M-F 6-7am<br>M-F 6-7am | CM    | 6am-7am        | ---TF-- | :30 | 2                 | \$250.00    | P-3 | 0.00 NM       | 2      | \$500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |          |
| Week: |      | 10/22/12          | 10/28/12        | ---TF--                |       |                |         |     | 2                 | \$250.00    |     | 0.00          |        |          |
| N 3   | KNXV | 10/25/12          | 10/26/12        |                        | CM    | 3pm-4pm        | ---TF-- | :30 | 1                 | \$300.00    | P-3 | 0.00 NM       | 1      | \$300.00 |



KNXV

Print Date: 10/24/12

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Contract / Revision    **315867**    Flight Dates **10/25/12-10/26/12**

Hiatus Dates

Original Date / Revision    10/24/12/    10/24/12

Order Sep    00:10:00

Advertiser    **Paton / Republican / Congr**    Product **Paton for Congress**

Estimate #

|                        |      |                   |                 |                   |       |                |         |     |                   |             |     |               |      | <u>Totals</u> |            |            |
|------------------------|------|-------------------|-----------------|-------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|---------------|------------|------------|
| Ln                     | Ch   | Start             | End             | Inventory Code    | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots         | Amount     |            |
|                        |      |                   |                 | M-F 3pm-4pm       |       |                |         |     |                   |             |     |               |      |               |            |            |
|                        |      |                   |                 | Katie             |       |                |         |     |                   |             |     |               |      |               |            |            |
|                        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |               |            |            |
| Week:                  |      | 10/22/12          | 10/28/12        | ---TF--           |       |                |         |     | 1                 | \$300.00    |     | 0.00          |      |               |            |            |
| N 4                    | KNXV | 10/25/12          | 10/26/12        | M-F 1pm-2pm       | CM    | 1pm-2pm        | ---TF-- | :30 | 4                 | \$150.00    | P-6 | 0.00          | NM   | 4             | \$600.00   |            |
|                        |      |                   |                 | Right This Minute |       |                |         |     |                   |             |     |               |      |               |            |            |
|                        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |               |            |            |
| Week:                  |      | 10/22/12          | 10/28/12        | ---TF--           |       |                |         |     | 4                 | \$150.00    |     | 0.00          |      |               |            |            |
| N 5                    | KNXV | 10/25/12          | 10/25/12        | Thursday Prime C  | CM    | 9pm-10pm       | ---T--- | :30 | 1                 | \$2,000.00  | P-6 | 0.00          | NM   | 1             | \$2,000.00 |            |
|                        |      |                   |                 | Thursday Prime C  |       |                |         |     |                   |             |     |               |      |               |            |            |
|                        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |               |            |            |
| Week:                  |      | 10/22/12          | 10/28/12        | ---T---           |       |                |         |     | 1                 | \$2,000.00  |     | 0.00          |      |               |            |            |
| *Tax 1 Note: Tax 0.5%. |      |                   |                 |                   |       |                |         |     |                   |             |     |               |      | Totals        | 12         | \$3,900.00 |